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Summary

Never Stop Learning... "When you cease to learn, you cease to grow."

As a seasoned digital marketing leader, I drive growth through innovative strategies, excelling in multi-channel campaign management including content creation, email marketing, social media, paid search, and analytics. With a track record of doubling user bases and social media followings across technology, sports, and entertainment sectors, I thrive on achieving transformative outcomes. My background spans sports marketing, tech startups, and agency work, complemented by proficiency in Microsoft Office, Adobe Products, and Google Analytics for optimizing campaigns. Also well experienced in media relations, public relations, and client service, I foster partnerships with a client-centric approach.

Experience



Director of Marketing

DUPR

Nov 2022 - Apr 2024 (1 year 6 months)

Laid off due to reduction in workforce

About: DUPR is the most internationally recognized mobile app utilized by pickleball players worldwide, endorsed by Major League Pickleball, its former sister company, to guarantee precise skill evaluations and equitable match-ups in the sport's top-tier competitions.

- Oversaw all marketing operations, including analytics tracking, tool selection, and campaign evaluation, ensuring alignment with departmental goals and objectives.
- Managed comprehensive analytics tracking to measure campaign effectiveness and optimize marketing strategies accordingly.
- Developed and executed comprehensive public relations strategies, including writing press releases and cultivating relationships with partners and external stakeholders to enhance brand visibility and reputation.
- Implemented various paid and unpaid marketing tactics resulting in consistent monthly user growth of over 20%, utilizing strategies tailored to audience engagement and retention.
- Leveraged networking opportunities at professional events to expand DUPR's presence and enhance its reputation within the industry.
- Developed and executed targeted marketing campaigns to attract new users and retain existing ones, contributing to sustained growth and engagement.
- Expanded the marketing team from two members, including myself, to a team of six individuals.
- Upgraded email marketing system, achieving open rates of 50%-60%, above the industry average.
- Introduced location-based email marketing initiatives, leveraging geographic targeting to ensure tailored event notifications for users, enhancing engagement and participation within their location.

- Launched the first company newsletter to over 200k email subscribers, keeping them updated on pickleball community events.
- Grew social media following by over 100% within a year, with Instagram being the largest channel.



Digital Marketing Manager

USA Pickleball

Jan 2021 - Oct 2022 (1 year 10 months)

About: USA Pickleball (USAP) is the premier governing body of the sport, recognized globally as the largest association for pickleball, overseeing its rules, regulations, and development.

- Achieved an average of 48% increase in social media following each month across platforms including Facebook, Instagram, Twitter, TikTok, YouTube, and LinkedIn.
- Amplified the USA Pickleball YouTube Channel Following by an outstanding 562% from May 2021 to May 2022, driving significant engagement and viewership growth.
- Managed updates and maintenance for the primary USA Pickleball website, collaborating with other departments to ensure accuracy and relevance.
- Orchestrated the management of all social media channels, including Facebook, Instagram, YouTube, Twitter, TikTok, and LinkedIn, optimizing engagement and audience interaction.
- Provided essential support for key initiatives such as membership drives, new recreational programs, and brand strategy, effectively boosting awareness and website traffic.
- Produced original content for digital platforms, including website, Facebook, and Instagram, driving engagement and audience interaction.
- Developed all marketing materials and promotional flyers for the National and Regional Championships, and sanctioned tournaments.
- Successfully launched the new USA Pickleball branding in July/August 2020, enhancing brand visibility and recognition.



Digital Coordinator

USA Pickleball

May 2020 - Jan 2021 (9 months)

- Managed and curated all social media platforms, including Facebook, Instagram, YouTube, and LinkedIn, ensuring consistent and engaging content delivery.
- Strategically developed a content framework aligned with industry best practices to optimize audience engagement and relevance.
- Drove growth across key metrics, including fans, followers, and engagement, achieving measurable increases in audience reach and interaction.
- Generated original and compelling content for various digital channels, including the website, Facebook, Instagram, and LinkedIn.
- Identified and cultivated human-interest stories showcasing the positive impact of pickleball in communities and society, fostering deeper connections with the audience.
- Fostered partnerships with sponsors and collaborators such as Indian Wells Tennis Garden and Pickleball Magazine, leveraging cross-promotion opportunities to expand brand reach and engagement.
- Managed social paid advertising, maximizing campaign impact and ROI through strategic audience targeting.



Content Marketing Specialist

Straight North

Feb 2019 - Apr 2020 (1 year 3 months)

About: Full-service marketing agency known for its strong emphasis on SEO (Search Engine Optimization) strategies and services.

- Spearheaded and implemented content asset strategy, consistently reflecting clients' brand voice and identity, resulting in a measurable enhancement of engagement metrics.
- Tracked and evaluated SEO performance using quantifiable KPIs such as link acquisition and keyword rankings, driving improvements in search engine visibility and organic traffic.
- Executed inbound marketing campaigns aimed at driving lead-ready traffic to clients' websites and enhancing their search engine rankings through targeted link-building strategies, resulting in a demonstrable increase in website traffic and search engine rankings.
- Utilized diverse email marketing techniques daily to effectively engage with publishers, fostering relationships and securing opportunities for client exposure and promotion.
- Generated innovative topics for guest blog posts and content assets, resulting in increased brand visibility.
- Conducted comprehensive backlink research on competitors of clients, identifying opportunities for link acquisition and enhancing clients' backlink profiles for improved search engine performance.
- Maintained an organized spreadsheet of industry-specific directory opportunities, facilitating efficient outreach and link-building efforts, resulting in enhanced online visibility and domain authority.
- Effectively managed a high client load of over 50-75 accounts, demonstrating exceptional organizational and time management skills while ensuring each client's needs and objectives were met.
- Performed daily updates and monitoring of content management systems (CMS), ensuring content accuracy, relevance, and compliance with client specifications and industry standards.



Marketing Representative

Milwaukee World Festival, Inc.

Nov 2018 - Jan 2019 (3 months)

About: The first Summerfest debuted in 1968 at 35 separate locations throughout the city, and was subsequently moved to its present location on Milwaukee's lakefront in 1970. Since then, Summerfest presented by American Family Insurance has evolved to become recognized as "The World's Largest Music Festival" and generates approximately \$181.3 million in direct and indirect economic impact for the community each year.

- Developed potential customer lists for the Business Group Sales Program.
- Established and maintained positive relationships with new and current clients.
- Followed up on all group sale inquiries using various methods of communication.
- Maintained and updated CRM System (Salesforce) daily, with current and new opportunities.
- Promoted and sold ticket programs (Business Group Sales, Premier Seat Program, and Private Party Corporate Rentals) to businesses using various channels.



Digital Marketing Intern

Modern Marketing Partners

Dec 2017 - May 2018 (6 months)

About: Modern Marketing Partners is a full-service, award-winning marketing, communications and creative agency providing both traditional marketing (branding/advertising/PR/print), integrated with digital (internet, SEO, PPC, social media, content and blogging).

- Supported the marketing team in daily administrative tasks.

- Managed company database and customer relationship management (CRM) systems.
- Assisted in advertising promotional activities via email campaigns, social media, and blog platforms.



Marketing Intern

Construction Marketing Association (CMA)

Jun 2017 - Aug 2017 (3 months)

- Coordinated events including webcasts and live events (trade shows).
- Managed blog (posting, social sharing, SEO).
- Handled member communications including monthly email newsletter and email list management.



Branding and Marketing Intern

IDEas BIG (Brand Identity Group)

May 2015 - Aug 2015 (4 months)

- Supported CMO with prospect database and corresponding email campaigns
- Coordinated content for blogs and websites with multiple writers and editors
- Assisted with client brand development and/or brand improvement projects (brand naming, logos, packaging, graphics, etc.)

Education



Illinois State University

Bachelor of Science - BS, Marketing

Additional Coursework: Study Abroad - Introduction to the Cruise Line Industry: Initiated participation as the first business student in a program traditionally reserved for specific majors such as Hospitality and Tourism.

Licenses & Certifications



Crafting a Winning SEO Strategy: A Guide for In-House Marketers - Semrush



Contextual Marketing Certification Course - HubSpot Academy



How to Boost Lead Generation with SEO - Semrush



Email Marketing - HubSpot



Content Marketing - HubSpot



Inbound Marketing - HubSpot



The Fundamentals of Digital Marketing - Google

Skills

Demand Generation • Inbound Marketing • Lead Generation • Strategic Partnerships • Paid Media Advertising • Content Marketing • Growth Strategies • Strategic Marketing • Social Media Marketing • Email Marketing